



VERMONT WIC

Food Guide

Effective June 2015

WIC WOMEN
INFANTS
CHILDREN

VERMONT DEPARTMENT OF HEALTH

WIC provides healthy food,
and a whole lot more.



Healthy Foods



Nutrition Education & Wellness Events



Breastfeeding Support



Healthcare Referrals

Visit healthvermont.gov/wic

WIC-Approved Foods

Fruits & Vegetables _____	2	Cereals _____	15
		Cold Cereal	
		Hot Cereal	
Dairy _____	5		
Eggs			
Milk			
Cheese			
Tofu			
Soymilk Beverage			
Yogurt			
Proteins _____	9	Juice _____	19
Beans, Lentils, Peas		For Kids	
Peanut Butter		For Women	
Canned Fish			
Whole Grains _____	11	Infant Foods _____	20
Bread		Infant Fruits & Vegetables	
Tortillas		Infant Cereal	
Brown Rice		Infant Meats	
Whole Wheat Pasta		Infant Formula (insert)	
		Breastfeeding	
		Nutrition Education _____	24
		Benefit Renewal	
		Join wichealth.org	

Tips for shopping with WIC

- **Before you head for the store:** Review your food benefits list and use this guide to identify your favorite WIC brands. Plan menus and make your grocery list.
- **Things to take with you to the store:** Food Guide, WIC card, coupons or store card, reusable bags, grocery list.
- **Contact your WIC office for a list of participating stores.** Some stores may not carry every WIC food.
- **Handle your WIC card carefully.** Report a lost or stolen card immediately to your WIC office or customer service at 1-855-769-8890.
- **Contact your local WIC office** to make any changes to your benefits.
- **WIC foods cannot be returned** to the store for cash or exchanged for other items.

Fruits & Vegetables

Provides a variety of vitamins, minerals and fiber

Amount	\$10 per month for women \$8 per month for each child
Varieties	Fresh, frozen or canned May be regular or low sodium Organic allowed
Restrictions	White potatoes: Fresh only No added sugars, fats or oils Canned fruits must be packed in juice, not syrup No herbs, spices, salad kits or party trays No dried fruits or vegetables No salsa, stewed tomatoes, tomato sauce or paste

Any brand allowed



Produce cost

Use this chart to help estimate cost of your fruit and vegetable purchases.

Price per pound	Pounds					
	1½	2	2½	3	3½	4
\$0.69	\$1.04	\$1.38	\$1.73	\$2.07	\$2.42	\$2.76
\$0.99	\$1.49	\$1.98	\$2.48	\$2.97	\$3.47	\$3.96
\$1.49	\$2.24	\$2.98	\$3.73	\$4.47	\$5.22	\$5.96
\$1.69	\$2.54	\$3.38	\$4.23	\$5.07	\$5.92	\$6.76
\$1.99	\$2.99	\$3.98	\$4.98	\$5.97	\$6.97	\$7.96
\$2.49	\$3.74	\$4.98	\$6.23	\$7.47	\$8.72	\$9.96
\$2.99	\$4.49	\$5.98	\$7.48	\$8.97	\$10.47	\$11.96

How can I help my child eat more fruits and vegetables?

Share the adventure. Try some new fruits and vegetables. Shop together and let your child choose.

Eat together. Let your child see you enjoying fruits and vegetables at meals and snacks.

Cook together. Teach your child to tear lettuce or add vegetable toppings to pizza.

Take it with you. Put apples, oranges or sliced veggies in your bag for quick snacks on the go.





Make the most of your fruit and vegetable benefit

Celebrate the season. Choose fresh vegetables and fruits that are in season for the best quality and flavor.

Try canned or frozen. For quick side dishes and less prep time, canned and frozen fruits and vegetables are convenient, easy to store and recipe ready.

Buy in bulk when items are on sale. For fresh vegetables or fruits you use often, a large size bag is

the better buy. Canned or frozen fruits or vegetables can be bought in large quantities when they are on sale, since they last much longer.

Make it easy. Buy whole vegetables and fruits. Wash, cut and keep in the refrigerator for ready-to-eat snacks or lunch box additions your family can enjoy anytime.

Eggs

Good source of protein and iron

Size Medium and Large

Varieties Whole dozen, White or Brown

Restrictions No enhanced or specialty (Omega-3)
No organic

Any brand allowed

Milk

Good source of protein, calcium, and vitamins A & D

Restrictions No enhanced or specialty
No flavored
No organic

Cow's milk

Any brand allowed

- Whole: For children 12–23 months
- Low-fat or Nonfat
- Lactose-reduced, Lactose-free
- Shelf stable (UHT)
- Non-fat dry milk powder

Size:

Gallon, ½ gallon, quart
Gallon, ½ gallon, quart
Gallon, ½ gallon, quart
Quart
25.6 oz (2 gallons)

Goat's milk

Meyenberg brand only

- Whole fluid: For children 12-23 months
- Whole powdered: For children 12-23 months
- Low-fat fluid
- Low-fat powdered

Size:

½ gallon, quart
12 oz (3 quarts)
Quart
12 oz (3 quarts)



1 quart
= .25 gallons



½ (half) gallon
= .5 gallons



3 quarts
= .75 gallons



4 quarts
= 1 gallon



Cheese

Good source of protein and calcium

Size 8 oz and 16 oz

Varieties Block: Cheddar (sharp, mild), Colby, Monterey Jack, Mozzarella
Sliced: American
Low-fat allowed

Restrictions No imported or deli
No organic
No string, shredded or individually wrapped slices

National brands allowed



Store brands allowed



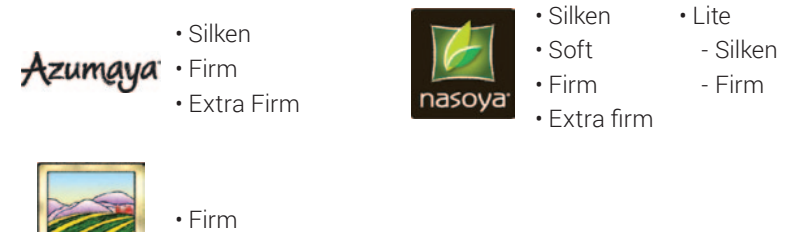
Tofu

Good source of protein and calcium

Size 14 oz and 16 oz

Varieties Silken, Soft, Firm, and Extra Firm

Brands/Products allowed



Soy milk Beverage

Good source of protein, calcium, and vitamin D

Varieties Plain/Original flavor
Vanilla flavor

Brands/Sizes/Products allowed



Yogurt

Good source of protein and calcium

Size	32 oz tubs 4 packs of 4 oz cups 8 packs of 2 oz tubes
Varieties	Whole milk yogurt: For 1 year olds Low-fat or Nonfat: For women and children 2-5 years

Brands/Products allowed



32 oz tubs
• Any flavor



32 oz tubs
• Plain
• Greek; Any flavor



32 oz tubs
• Greek; Any flavor
8 packs of 2 oz tubes
• Kids Tubes; Any flavor



32 oz tubs
• All Naturals; Any flavor
• Oikos Greek; Any flavor



32 oz tubs
• Greek; Any flavor



32 oz tubs
• Smooth & Creamy; Any flavor
• Greek; Any flavor
4 packs of 4 oz cups
• Greek; Any flavor
8 packs of 2 oz tubes
• YoKids Squeezers; Any flavor



Beans, Lentils, Peas

Good source of protein, iron and fiber

Size	15 oz to 16 oz cans 1 lb package, dried
Varieties	Canned or dried Any type of mature beans, peas or lentils Regular or low-sodium
Restrictions	No added sugars, fats or oils No added vegetables, fruits or meats No soup mix

Any brand allowed

Peanut Butter

Good source of protein

Size	16 oz to 18 oz (plastic or glass jars)
Varieties	Natural and Regular Smooth and Chunky
Restrictions	No low fat No low sodium No organic No specialty peanut butters No peanut butter spreads

National brands allowed



Store brands allowed

Any store brand



Bean & Peanut Butter options:

If your Family Food Benefits list shows: **1 Peanut Btr/Beans/Peas** you can buy:



16 oz package dry beans, lentils, peas

OR



16–18 oz jar peanut butter

OR



4 cans 15–16 oz beans

Canned Fish

Good source of protein

Size Mix and match up to 30 oz

Restrictions Cans only, no pouches

Chunk light tuna

Varieties: Packed in water or oil
Size: 5 oz

Salmon

Varieties: Packed in water or oil
Size: 5 oz, 6 oz, 7.5 oz, and 15 oz

Sardines

Varieties: Packed in water or oil (may include bones and skin)
Size: 3.75 oz

Any brand allowed

Whole grain choices:

When you select whole grains, choose bread, tortillas, rice or pasta up to the total ounces on your Family Food Benefits list (16, 32, 48 or 64 oz).

For example, you can buy 1 loaf of bread and 1 pound of brown rice to equal 32 ounces; or one 16 oz box of whole wheat pasta and one 32 oz bag of brown rice to equal 48 ounces.



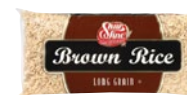
1 lb (16 oz) loaf +



1 lb (16 oz) bag rice = 32 oz



16 oz box pasta +



32 oz bag rice = 48 oz

Teach your kids about healthy foods

Tell them how foods help them grow and make them strong.

- **Grains** give them energy to grow and learn.
- **Whole grains** have fiber to keep them healthy inside.
- **Vegetables and fruits** help them to fight sickness and stay fit.

• **Milk** makes their bones and teeth strong.

• **Meats and beans** give them healthy blood and strong muscles.

Best of all, show them by eating these foods yourself!



Bread

Good source of fiber

Size 16 oz (1 lb)

Varieties 100% Whole Wheat, Whole Grain

National brands/products allowed



• Stone Ground Wheat



• 100% Whole Wheat



• 100% Whole Wheat Stone Ground • Sliced Rye

• 100% Whole Wheat Very Thin

• Swirl 100% Whole Wheat
Cinnamon w/ Raisins

• Light Style Soft Wheat



• Whole Wheat
Honey & Oats

• Whole Wheat
Multi-Grain



• Classic 100%
Whole Wheat



• 100% Whole Wheat



• 100% Whole Wheat

Store brands/products allowed



• 100% Whole Wheat



• 100% Whole Wheat



• 100% Whole Wheat



• No Salt Added
100% Whole Wheat



• 100% Whole Wheat

Tortillas

Good source of fiber

Size 16 oz (1 lb)

Varieties Whole Wheat, Corn

Brands/Products allowed



• White Corn
• Whole Wheat
• Yellow Corn



• White Corn Gluten Free
• Whole Wheat



• White Corn
• Whole Wheat



• Corn
• Whole Wheat



• Whole Wheat Soft Taco
• Thin Yellow



• Whole Wheat

Brown Rice

Good source of fiber

Size 14 oz to 16 oz packages
28 oz to 32 oz packages

Varieties Regular, Instant-cooking, Quick-cooking

Restrictions No added sugars, fats, oils or salt

Any brand allowed

Whole Wheat Pasta

Good source of fiber

Size 16 oz

Varieties See Brands/Products allowed

Brands/Products allowed



- Organic 100% Whole Wheat
 - Capellini
 - Fusilli
 - Orzo
 - Penne Rigate
 - Shells



- Whole Wheat
 - Elbows
 - Penne
 - Rotini
 - Spaghetti
 - Thin Spaghetti



- Organic
 - Angel Hair
 - Spaghetti



- 100% Whole Wheat
 - Fettuccini
 - Spaghetti



- Whole Wheat
 - Angel Hair
 - Elbows
 - Spaghetti
 - Spirals
 - Thin Spaghetti



- Organic Whole Wheat
 - Penne Rigate



- 100% Whole Wheat
 - Spaghetti
 - Penne Rigate



Cold Cereal

Good source of iron, B vitamins, and folic acid

Size 12 oz to 36 oz boxes

Varieties Whole grain
 Gluten-free
 • Non-whole grain

National brands/products allowed



- Cheerios Original
- Cheerios Multi-Grain
 - Corn Chex
- Rice Chex
- Wheat Chex
- Fiber One Honey Clusters

- Kix Plain
- Kix Berry
- Total
- Wheaties



- Corn Flakes
- Frosted Mini Wheats
- Mini-Wheats (unfrosted)
- Mini-Wheats Touch of Fruit in the Middle, Mixed Berry

- Mini-Wheats Touch of Fruit in the Middle, Raspberry
- Rice Krispies (gluten free)
 - Rice Krispies (plain)



- Banana Nut Crunch
- Grape Nuts
- Grape Nut Flakes

- Honey Bunches of Oats Honey Roasted
- Honey Bunches of Oats Vanilla Bunches



- Life
- Oatmeal Squares Hint of Cinnamon

- Oatmeal Squares Hint of Brown Sugar

Cold Cereal (continued)

Stores brands/products allowed



- Bran Flakes
- Corn Flakes
- Crispy Rice



- Bran Flakes
- Corn Flakes
- Crispy Rice
- Crunchy Corn Squares



- Corn Flakes
- Crisp Rice



- Bran Flakes
- Corn flakes
- Crispy rice
- Crunchy Nuggets



- Bite Size Frosted Shredded Wheat
- Bran Flakes
- Corn Flakes



- Corn Flakes
- Crisp Rice Cereal
- Frosted Shredded Wheat



- Bran Flakes
- Corn Flakes



- Bran Flakes

- Frosted Shredded Wheat
- Nutty Nuggets
- Toasted Oats

- Crunchy Rice Squares
- Frosted Shredded Wheat
- Nutty Nuggets
- Toasted Oats

- Toasted Corn Cereal (Squares)
- Toasted Rice Cereal (Squares)

- Nutty Nuggets
- Tasteros
- Toasted Corn squares
- Toasted Rice Squares

- Corn Squares
- Crispy Rice
- Rice Squares
- Tasteros

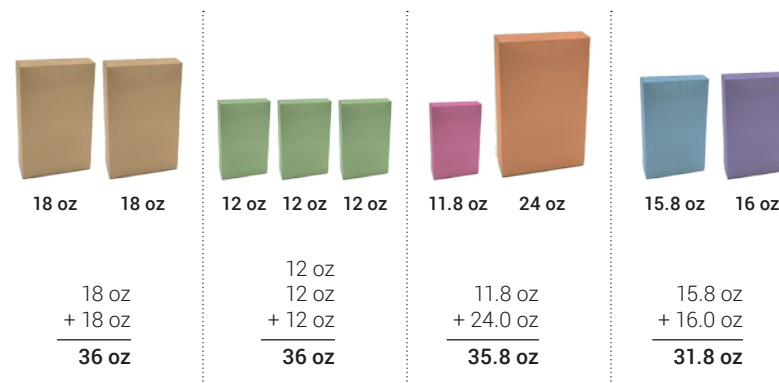
- Frosted Wheat Squares
- Tasteros

- Frosted Shredded Wheat
- Toasted Oats

- Frosted Shredded Wheat

Ways to buy up to 36 oz of cereal

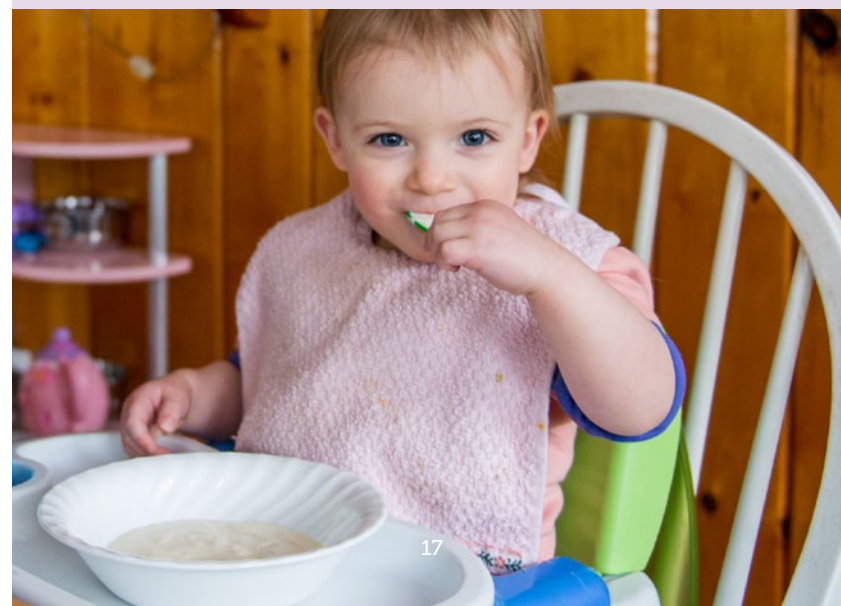
You may combine cereals up to the total ounces on your Family Food Benefits list.



Breakfast starts the day

Eating breakfast gives children energy to learn. If they don't eat, they get hungry and it is hard for them to think or listen.

Let them help you plan breakfast and set the table.



Hot Cereals

Good source of iron and fiber

- Varieties
- Whole grain
 - Gluten-free
 - Non-whole grain

Brands/Products allowed



Gluten-Free,
14 oz



- 1 Minute, 28 oz
- 2½ Minute, 14 oz & 28 oz
- 10 Minute, 28 oz
- Whole Grain (2½ min), 18 oz



Maple Oatmeal,
14 oz

Vermont Style
Oatmeal, 19 oz



Original Instant Oatmeal
Packets, 11.8 oz

Choose whole grain

Make simple switches. Try whole grains in place of refined-grain products. Eat 100% whole-wheat bread instead of white bread, and brown rice instead of white rice.

Try whole-wheat versions.

For a change, try whole-wheat pasta in macaroni and cheese, or with tomato sauce.

Use corn tortillas for enchiladas and whole wheat tortillas for quesadillas.

Be a good role model for children.

Set a good example for your children by serving and eating whole grains every day with meals or as snacks.

100% Juice

Good source of vitamin C

For Kids

Shelf stable juice, Any flavor 64 oz
Brands allowed



Refrigerated orange juice 64 oz

Any store brand



Frozen orange juice 16 oz

Brands allowed



For Women

Shelf stable juice, Any flavor 48 oz
Brands allowed



Frozen 11.5 oz, 12 oz
Brands/Products allowed



- 100 % juice
- Any flavor



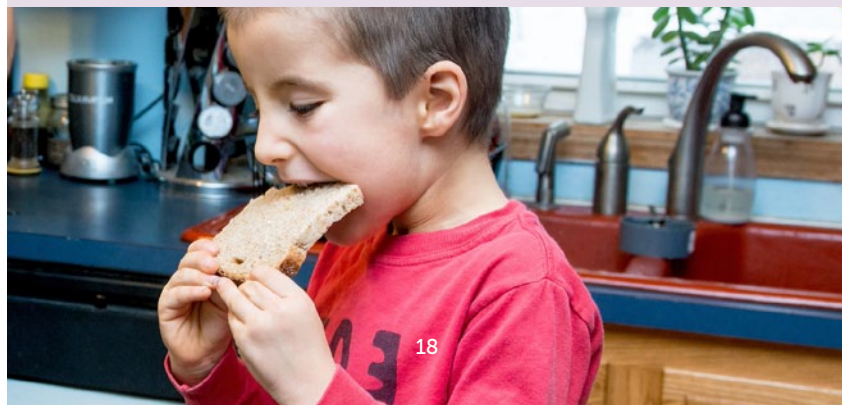
- Orange juice
 - Country style
 - Original
 - Original w/ calcium
 - Pulp-free
- Grapefruit juice



- Green peel strip
- Any flavor



- Yellow peel strip
- Any flavor



Your baby is ready to try solid foods when he can do ALL of these things AND is around 6 months old:

- Sit up with a just little support.
- Reach for things and put them in her mouth.
- Open his mouth to show he wants to eat.
- Close her mouth over her spoon and swallow her food.

Infant Fruits & Vegetables

Provides a variety of vitamins, minerals and fiber

Size 4 oz jars (single and 2 packs)

Varieties Stage 2 or 2nd Foods
Any variety single fruit or vegetable
Any variety mixed fruit and vegetable

Restrictions No added sugars, starches, rice or salt
No dinners
No pouches

Brands allowed



Infant Cereal

Good source of iron

Size 8 oz and 16 oz packages

Restrictions No added fruit, formula or vegetables

Brands/Products allowed



- Oatmeal
- Rice
- Multigrain
- Oat & Quinoa



- Oatmeal
- Rice
- Multigrain



- Oatmeal
- Rice
- Multigrain
- Whole Wheat
- Organic Brown Rice
- Organic Oatmeal

Infant Meats

Good source of protein and zinc

Size 2.5 oz jars

Varieties Stage 1 or 2nd Foods
Any variety

Restrictions No added sugar or salt
No dinners

Brands allowed



Breastfeeding - You Can Do It!

Plan for your breastfeeding success.

Learn about breastfeeding.

Read. Attend classes. Talk to your WIC Breastfeeding Peer Counselor and other breastfeeding supporters.

Enlist help and plan ahead.

Share plans with your family and friends. Work with your doctor and employer to get the support and help you need to be successful.

Be confident.

Most moms make the right amount of milk for their babies. Your milk is perfect for your baby at every stage of development.

Knowledge + Support + Confidence = Success



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Breastfeeding - WIC Can Help!

We're here to help moms succeed.

You already know that breastfeeding is best for you and your baby.

Did you know that 90% of Vermont moms start breastfeeding? Vermont WIC offers many services to help you succeed with your breastfeeding goals.

Whether you're looking for support as you and your baby learn to breastfeed, or as you prepare to go back to work, you can rely on WIC to help you every step for the way.

- Extra WIC foods for breastfeeding moms
- Breastfeeding peer counselors
- Referrals to community lactation consultants and other support services
- Breast pumps
- Breastfeeding groups and classes

“It was helpful just knowing I had support at WIC when I needed it”

healthvermont.gov/wic/food-feeding/breastfeeding



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Renew your WIC benefits quarterly.

WIC provides healthy foods, nutrition education, breastfeeding support and healthcare referrals during your pregnancy and throughout your child's first five years. To keep your membership current, plan on:



Twice each year

Come to a WIC Appointment. Meet with us to talk about topics related to your family's health and nutrition, and to learn about resources in your community. Once each year, we'll also review your income.

AND

Twice each year

In between WIC appointments, **complete a WIC Activity.** Nutrition education is one of WIC's most important benefits. Your WIC office offers a variety of nutrition education activities. You choose what and when.



Activities with your child

Pick from the list of activities your District Office provides each month. Visit your District Office's Facebook page or website, or call to find out what's happening in your area.



Online Learning

Learn and renew your benefits at your convenience with **wichealth.org**



In-person counseling

Make a date to talk with your nutritionist or breastfeeding peer counselor. Appointments are available to fit your schedule.

Do your nutrition education online!

Join **wichealth.org**

You'll need your 6 digit WIC household ID number to create an account the first time you visit the site. If you don't have this, call your District Office.

Step 1: Set up your account

- Go to wichealth.org
- Click the Start button in the First Time Here dialog box
- Select Vermont as your Local WIC Information
- Choose your Agency (Agency = your WIC Office)
- Choose your Clinic (Clinic = your WIC Office)
- Enter your 6 digit household ID (My number is: _____)
- Enter your first name, date of birth and race/ethnicity
- Enter information about you and your child
- Click continue and fill in the fields for your account
- Save the information and begin the lesson of your choice!

Step 2: Choose a topic

Example lessons:

- Eat Well – Spend Less!
- Preparing for a Healthy Pregnancy
- Starting Your Infant on Solid Foods
- Make Meals and Snacks Simple
- Secrets for Feeding Picky Eaters

Step 3: Visit often

Any day, any time:

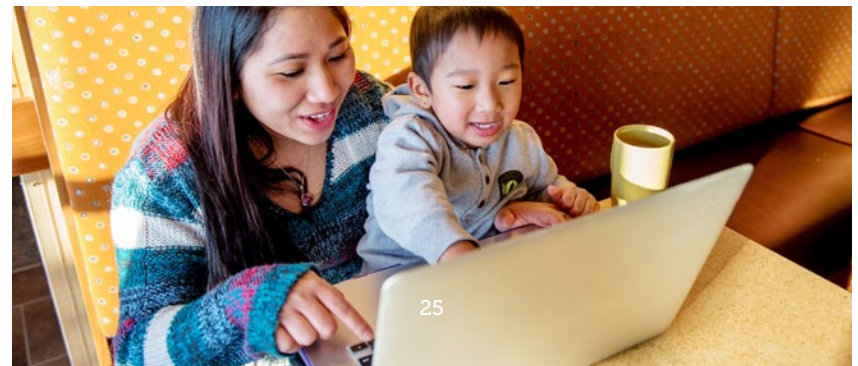
- Find and complete lessons anywhere you have internet access
- Use a computer or your smartphone
- Lessons count as your nutrition education

What families are saying...

"Awesome website!! Lots of great information and very easy to follow"

"I can learn at my own pace, in the comfort of my own home."

"I like that I get to choose the topic, and that I can do it anytime day or night."





Vermont WIC
Vermont Department of Health
108 Cherry Street, PO Box 70
Burlington, VT 05402

healthvermont.gov/wic

wic@state.vt.us
1-800-649-4357

WIC is an equal opportunity provider

Infant Formula

- You must buy the exact type and size container of infant formula listed on your Family Food Benefits list.
- If your baby needs a different formula, contact your WIC office right away for help in making a change.
- WIC provides enough formula to meet most baby's needs. As babies get older and drink more, you may have to buy more formula.

When preparing formula for your baby...

Keep everything clean

- Wash your hands with soap and hot water.
- Clean all equipment and surfaces.
- New bottles, nipples and rings should be cleaned in hot soapy water then sterilized in boiling water.
- Continue to sterilize bottles, nipples and rings for baby's first 3 months.

Use safe water

- Use cooled, boiled water for infant formula for the first 3 months of life.
- If using tap water, use only cold tap water for boiling.
- Most bottled water is not sterile and should be boiled before use.

Bacteria can get into formula when you are mixing it. Careful preparation and handling can reduce the risk of illness.

See other side for infant feeding tips



Infant Formula continued

Feeding your baby with a bottle

Newborns have tiny stomachs and need many small feedings—usually 8–12 feedings or more each day. Watch for feeding cues so you can offer a bottle when your baby is hungry.

- Babies enjoy being held at feeding time.
- Brush your baby's lips with the nipple and wait for her to accept the bottle into her mouth.
- Hold the bottle flat so that your baby can drink at his own pace.
- Hold your baby in your left arm for one feeding then switch to the right arm for the next feeding.
- Start with small amounts at feedings.
- Support your baby's head when burping.
- Your baby will let you know when he is finished; do not make him finish the bottle – this can lead to overfeeding.

Feeding cues

Signs of hunger:

- Sucks on fist
- Makes sucking noises
- Puckers lips
- Fusses or cries

Signs of fullness:

- Closes lips
- Stops sucking
- Spits the nipple out
- Turns head away

Warming a bottle

- You can warm a bottle in a small bowl of hot water, then shake.
- Do not heat a bottle in the microwave.
- After feeding throw away any formula your baby left in the bottle.